

John Mitchell, Event Coordinator  
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Dear [Name of media contact]:

On September 26, 600 local Oregonians will participate in the grandest charity chili cookoff of all times. They'll be attempting to break the *Guinness Book of World Records* by assembling the largest bowl of chili ever made—right in the middle of Autzen Stadium at the University of Oregon. More than a thousand bowls of chili will be served to attendees of the event.

The University of Oregon has donated its football stadium for the event, and faculty and staff volunteers will be handling ticket sales, crowd control, and cleanup.

The record-breaking event was the brainchild of Roger O'Neil, the founder and CEO of Ireland's Best line of soups and stews, which is cosponsoring the event. Ticket fees will be nominal (\$5 per person, children free) and all the proceeds will go to five local charities. Ireland's Best has also generously donated \$10,000 toward the proceeds.

Roger will be available to discuss the big event and his role as cosponsor on Thursday, September 24, or Friday, September 25. If you would like to book Roger for an interview, just call the number above.

In the meantime, I'll be in touch within the next few days to discuss a possible interview.

Sincerely,

John Mitchell